

Message Text

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ACTION EUR-06

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FM AMEMBASSY VIENNA

TO USDOC WASHDC

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AMCONSUL FRANKFURT

AMCONSUL MILAN

AMEMBASSY PARIS

UNCLAS VIENNA 3302

FOR BOB CLARK, DIBA/OIM/WE AND BEWT

E.O. 11652: N/A

TAGS: BEXP, AU, FR, GW, IT

SUBJECT: POSSIBLE PIGGY-BACK SHOWS FOR VIENNA,
FY 1975

REF: A. CLARK/BARDACH TELECON; B. VIENNA 2894

1. THIS POST HAS CONSIDERED UPCOMING TRADE SHOWS AT PARIS, MILAN, FRANKFURT, LONDON AND STOCKHOLM TC'S FOR THOSE WHICH MIGHT LEND THEMSELVES TO SMALLER SPIN-OFF SHOWS ("PIGGY BACKS") FOR THE AUSTRIAN MARKET OR FOR EAST EUROPEAN MARKETS UTILIZING EWTC FACILITIES.

2. OUR PRELIMINARY ASSESSMENT IS THAT GOOD POSSIBILITIES FOR PIGGY-BACK SHOWS IN AUSTRIAN INCLUDE PROCESS CONTROL EQUIPMENT SHOW AT MILAN (NOVEMBER, 1974). MATERIALS HANDLING EQUIPMENT SHOW AT FRANKFURT (DECEMBER, 1974), ADVANCED ELECTRONIC COMPONENTS SHOW AT MILAN (FEBRUARY, 1975), MATERIALS TESTING EQUIPMENT SHOW AT FRANKFURT (MARCH, 1975) AND LASERS AND ELECTRO-OPTICS SHOW AT PARIS (JUNE, 1975).

3. THE PROCESS CONTROL EQUIPMENT SHOW (MILAN, NOVEMBER, UNCLASSIFIED

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1974) IS THE ONLY ONE OF THESE SHOWS WHICH WOULD LEND

ITSELF WELL TO A SPIN-OFF IN LINZ, CENTER OF THE
AUSTRIAN MARKET PLACE FOR THIS TYPE OF EQUIPMENT.
IN THAT CASE, HOWEVER, WE RECOMMEND THAT ENTIRE
PIGGY-BACK INCLUDING TECHNICAL SEMINAR BE HELD IN
LINZ. THE LINZ CHAMBER OF COMMERCE HAS SHOWROOM
FACILITIES WHICH COULD BE USED FOR SUCH AN EVENT IF
ENOUGH LEAD TIME IS GIVEN.

4. BEFORE ANY FINAL DETERMINATIONS ON PIGGY-BACKS
TO AUSTRIA OR ON LINZ EVENT ARE MADE, HOWEVER, POST
WOULD NEED DETAILED INFORMATION ON EXACT COMPOSITION
AND PRODUCT MIX OF EQUIPMENT IN MAIN SHOWS PLANNED FOR
THE TC'S IN ORDER TO JUDGE WHETHER A SPIN-OFF WOULD BE
SUITABLE FOR EWTC. OUR RECENT EXPERIENCE WITH SPIN-OFF SHOWS
HAS CLEARLY SHOWN NECESSITY FOR SUCH INFORMATION
WELL IN ADVANCE.

5. FOR ANY PIGGY-BACK SHOWS HELD IN VIENNA DIRECTED
TOWARDS EAST EUROPEAN MARKETS IT IS ESSENTIAL TO HOLD
TECHNICAL SEMINAR AS CENTERPIECE TO ATTRACT PROSPECTIVE
EAST EUROPEAN BUYERS. HUMES

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